

Item 7.1
Public Works Committee
April 22, 2014

VIVA PAN AM HAMILTON!

Pan Am Games July 10 – 26, 2015

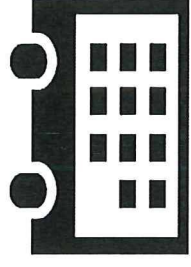
*“Igniting the Spirit
through Sport & Culture”*

Pan Am Initiatives
April 22, 2014



We are Pan Am

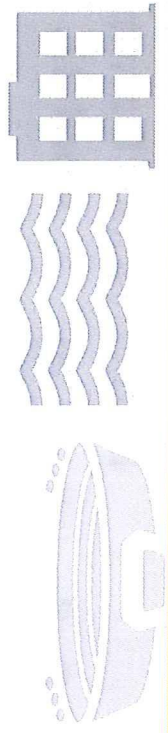
The Pan Am Games – largest international multi-sport event ever held in Canada July 10 – 26, 2015



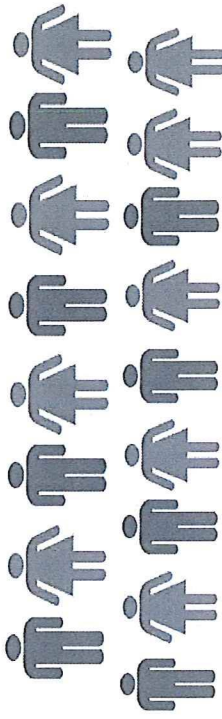
16 days

41 Competition locations

17 Municipalities



10,000 athletes
and officials



400+



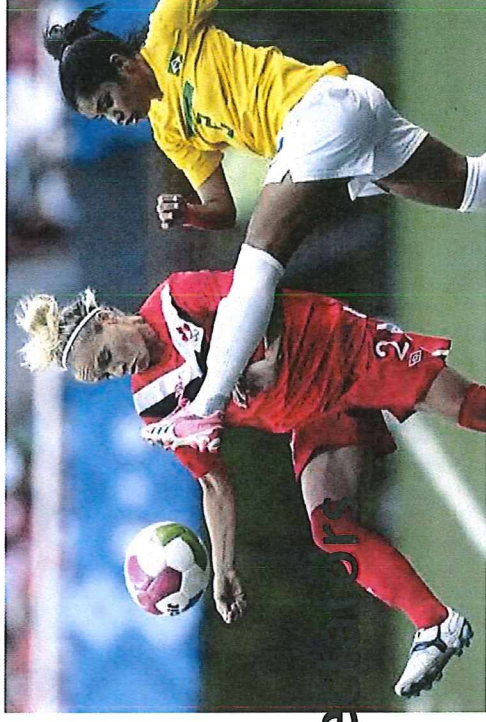
Sessions

10,000 square kilometres



Hamilton “Soccer Central”

- CIBC Hamilton Pan Am Soccer Stadium host to the Soccer event (preliminaries & finals)
- 8 Men’s Teams/8 Women’s Teams
- 16 day schedule (starts July 9)
- 2 Games per day/weeknights
- 2 Games per day/ weekends
- Welcoming approx 280,000 spectators
- Soccer represents 1/3 of ticket sales for the entire Games



*Ignite the Pan Am Spirit ...
Create the Hamilton Experience*



Hamilton “Soccer Central”

- Hamilton turns stadium over the TO2015 – June 8 – August 6
- July 1 – 8 – Stadium available for Team Practices
- July 9 – First Soccer Games
- July 25 – Women’s Gold Medal Game/Men’s Bronze Medal Game
- July 26 - Men’s Gold Medal Game
- Teams - Under 22 Age Group
- Late February will know what Teams are competing



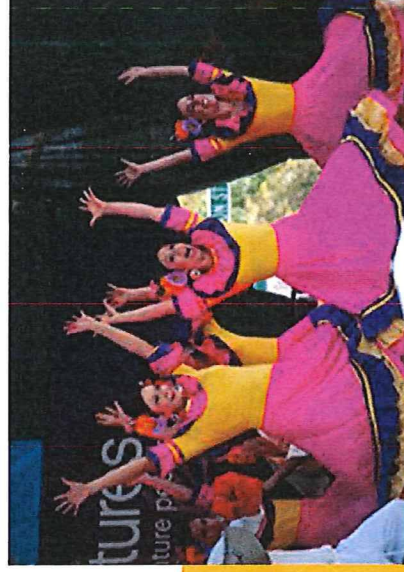
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Ticketing Strategy

- All ticket prices will be under \$45.00
- Soccer Preliminary Rounds a family of 4 will pay \$60.00
- Ticket is a Day Ticket (2 Games)
- Integration of public transit & event ticketing (HSR, GO, TTC, Shuttles etc.)
- Offers seamless Games period transit mobility for spectators & visitors

The “People’s Games”

- Games will be affordable, accessible
- A celebration of athletic achievement
- Celebrations / Festivities
- A lasting Legacy
- Power of Good



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Create the Hamilton Experience*

Who Does What!

- **Games Operations**
 - **Toronto 2015**
(Hamilton's role is to assist)
- **Celebrations**
 - **Municipalities**
(Hamilton is able to create it's own Experience)

Where are We Today!

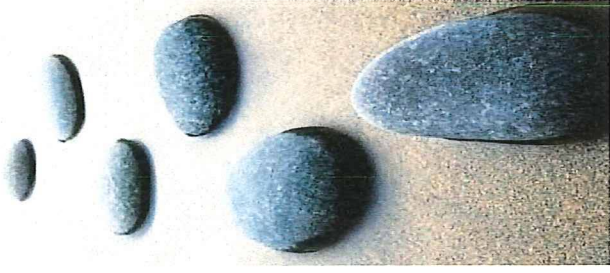


- Established a Host Volunteer Committee
- Engaged Community
 - Hosted 2 Community Forums
- Developed a Host Showcase Program
- Host Showcase Program highlights a number of Initiatives pre, during & post Games

Host Showcase Program

Addresses Councils Goals:

- ✓ *Games Legacy*
- ✓ *Cultural Opportunities*
- ✓ *Active & Healthy Living*
- ✓ *Sport Development*
- ✓ *Skill Development*
- ✓ *Economic Development & Tourism*
- ✓ *Community Engagement*





TORONTO 2015
Pan Am/Parapan Am

Internal Staff Working Group

- Established Internal Working Group
- This Group is made of representatives from various Departments
- Meets monthly
- This Group addresses the City Services and Operations (e.g. Transportation, Security, Consequence Management, Public Health, Commmunications, Festivities, Pageantry, Wayfinding, etc.)

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Create the Hamilton Experience*



TORONTO 2015
Pan Am/Parapan Am

Internal Working Group Plans

- **Transportation – Local Transportation Plan**
identifies Games Route Network, multi-modal transportation options, shuttle services, parking, wayfinding, how do we keep the City functioning and a communication plan
- **Police – Games Security both inside and outside the Stadium**
- **Emergency Planning – responsible for the Consequence Management Plan for the Games**

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Cultural Festivities

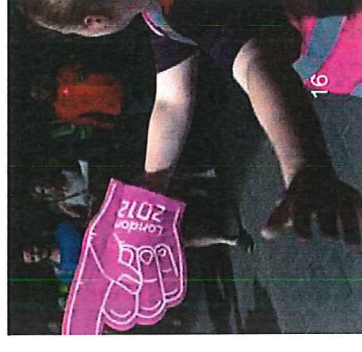
To take full advantage of the Games, Cultural Festivities will have a significant positive impact on the overall quality of the Games.

- 16 days of Celebration Festivities
- Events to be free
- Festivities – a Celebration of the Pan American Cultures
- Live site with activations - music, sport, art, dance & food
- Walking Tours/ BIA's to play a role
- Involve Local Entertainers (music, dance)
- Opportunity to engage all the communities of Hamilton
- Want to encourage residents to stay and enjoy
- Look for a ticketed event at Art Gallery & First Ontario Centre with a Pan Am theme

Volunteer Opportunities

These Games could not happen without Volunteers

- Call of Volunteers began April 8th
- 20,000 Volunteers
- Personal Skill Development, Gaining Skills and Qualifications
- Volunteer Certification
- Once in Life Time Opportunity
- Public Recognition and Personal Feelings of Pride
- Engaging the Whole Family
- Engaging Businesses – Employer recognition, workday flexibility, employee may volunteer but not lose pay or vacation



- Cultural Groups who do not normally volunteer, liaise with these groups, e.g. Aboriginal Community
- Ignite the Pan Am Spirit ...
Create the Hamilton Experience*

What will Public Works Do?

- **Planning in 2015 will be through a Pan Am lens**
- **We are required through the MPA and FA to provide maximum deployment of services that best support the Games operations**
- **How can we make the City bloom Pan Am**
- **Beautification around the Stadium (especially the walking routes)**
- **Look for Promotional Opportunities – wrapping a bus**

Upcoming Events

- **Commonwealth Games Queen's Baton
– May 2, 2014**
- **1 Year Countdown Celebrations – July
12 -13, 2014**
- **Pan Am Games Soccer Test Event –
OUA Soccer Championships – Oct 30
– Nov. 1, 2014**
- **Torch Run – Hamilton Day, June 21,
2015**
- **Kids N Play Program**



Questions